

Aveeno

HEALTHY. IT'S OUR NATURE.™



CARING FOR
SENSITIVE
SKIN



IS YOUR SKIN SENSITIVE?

Nearly half of people report having sensitive skin.¹ It's a common and growing phenomenon believed to be caused by increased exposure to pollution, stress, and chemicals. The result is skin tightness, dryness, itching, burning, and in some cases, redness.

WHAT CAUSES SKIN SENSITIVITY?

Sensitive skin is caused by nerve endings in the top layer of skin becoming irritated. It is often the result of a disruption in the skin's protective outer layer—known as the epidermal lipid barrier layer—allowing irritants, microbes, and allergens to penetrate the skin and cause adverse reactions.

A disturbed epidermal lipid barrier can worsen several inflammatory skin diseases such as rosacea, atopic dermatitis, psoriasis, and eczema.

SENSITIVE SKIN TRIGGERS

While some people are genetically predisposed to sensitive skin, many others are sensitized by their environment, lifestyle, and physiology. Common causes of sensitive skin can include:

- *Pollution*
- *Stress*
- *Hormonal fluctuations*
- *Temperature changes*
- *Smoking*
- *Alcoholic beverages*
- *Diet*
- *Cosmetic and/or medical procedures*
- *Cosmetics and soaps*
- *Chemical and/or synthetic fragrances and dyes*

Reference: 1. Misery L, Sibaud V, Merial-Kieny C, Taieb C. Sensitive skin in the American population: prevalence, clinical data, and role of the dermatologist. *Int J Dermatol.* 2011;50(8):961-967.

CARING FOR SENSITIVE SKIN

Sensitive skin needs a daily regimen of gentle cleansing and moisturizing with ingredients designed to nourish and calm. AVEENO® oat formulations have a long history of use in sensitive skin, and many are clinically shown to help soothe, strengthen, and restore the moisture barrier to improve skin resilience.

HERE ARE A FEW TIPS:



CLEANSE THOROUGHLY, BUT GENTLY

- Use lukewarm (not hot) water
- Use mild soap and cleansers that won't overdry or irritate, compromising your skin's moisture barrier
- Gently pat skin dry—don't rub
- Avoid using scrubs and washcloths



MOISTURIZE AND CALM

- Apply facial and body moisturizers to damp skin (within 3 minutes of taking a bath or shower)
- If prescribed by your doctor, apply any special medications first, and then liberally apply moisturizer. For some medications, you may be advised to wait 15-20 minutes after applying before applying moisturizer, so be sure to follow your doctor's instructions



PROTECT YOUR SKIN

- Think of sensitive skin as fragile skin—it needs protection. Use hats, clothing, and broad spectrum UVA/UVB sunscreens daily

LIFESTYLE CHANGES CAN ALSO HELP PROTECT YOUR SKIN



DETOX

When possible, avoid environmental irritants such as sun exposure, humidity, and pollution.



BE WARY OF BACTERIA

This means replacing your washcloth and pillowcase more often, and tossing out old makeup and cosmetic products. Wash your makeup brushes often and let them air dry.



TEST

When you're trying a new product, always test it on your wrist, arm, or behind the ear first before putting it on your face or more broadly on your body.



AVOID YOUR TRIGGERS

As much as you can, avoid common triggers like harsh soaps and perfumes. Check the labels on your skin care products.



USE A HUMIDIFIER

Unless you live in a humid climate, use a humidifier to help your skin stay moisturized.



MANAGE STRESS AND ESTABLISH A HEALTHY SLEEP SCHEDULE

Stress and sleep are significant lifestyle factors that can affect skin health.

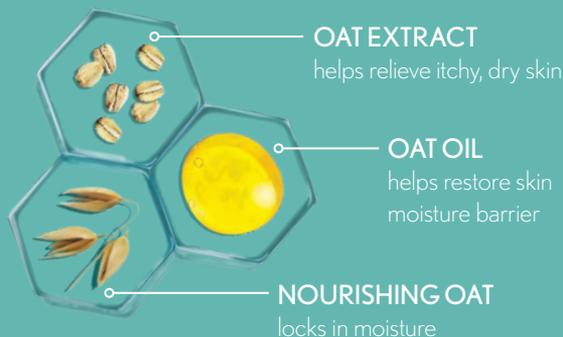
As always, talk to your dermatologist if you have questions or concerns.

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TRIPLE OAT COMPLEX

The AVEENO® portfolio of products includes 3 powerful forms of oat:



CALMING FACIAL CARE

ULTRA-CALMING

Formulated without oils, fragrances, and parabens.

Daily Moisturizer Broad Spectrum SPF 30

- Formulated for sensitive skin with nourishing oat and Calming Feverfew®
- Clinically shown to reduce the appearance of redness and irritated, dry skin in 1 week
- 100% mineral sunscreen with broad spectrum SPF 30 protection
- Non-comedogenic and hypoallergenic



SOOTHING, NOURISHING FACIAL CARE

NEW AVEENO CALM + RESTORE™

Formulated without parabens, phthalates, fragrances, and dyes.

Oat Gel Moisturizer

- Lightweight gel moisturizer formulated with nourishing prebiotic oat and Calming Feverfew®
- Instantly soothes sensitive skin and replenishes skin's moisture barrier
- After 4 weeks of use, 88% of consumers agreed that this product does not leave skin looking or feeling sensitive¹



Triple Oat Serum

- Hydrating serum designed for sensitive skin, formulated with nourishing triple oat complex and Calming Feverfew®
- Instantly smooths sensitive skin and fortifies skin's moisture barrier



Nourishing Oat Cleanser

- Gentle milky cleanser designed for sensitive skin, formulated with nourishing oat and Calming Feverfew®
- Cleanses without lathering and hydrates to preserve the skin's moisture barrier, while nourishing and soothing skin



Reference: 1. Data on file, Johnson & Johnson Consumer Inc.

DISTRESSED DRY SKIN

NEW RESTORATIVE SKIN THERAPY

Formulated without parabens, fragrances, and phthalates.

Oat Repairing Cream

- Formulated with a rich complex of aloe, pro-vitamin B5, and our highest concentration of prebiotic oat
- Helps restore sensitive skin's moisture barrier to improve skin resilience
- In user tests, 87% agree that this restorative body cream provides long-lasting comfort and leaves dry skin looking visibly healthier*



*Tested on sensitive, distressed, mild to moderate dry skin of adults undergoing systemic oncology treatment in combination with the AVEENO® Restorative Skin Therapy range of products.

Itch Relief Balm

- Formulated with prebiotic oat concentrate, Pramoxine HCl, aloe, and pro-vitamin B5
- Instantly soothes and helps relieve itchy, dry, sensitive skin, with no greasy feeling



Sulfate-Free Body Wash

- Formulated with antioxidant oat, aloe, and pro-vitamin B5
- Soothes dry skin, leaving it feeling nourished all day long



ITCHY DRY SKIN

SKIN RELIEF

Formulated without parabens and fragrances.

Moisturizing Lotion

- Formulated with triple oat complex and helps relieve and soothe sensitive or itchy, extra-dry skin
- Clinically shown to moisturize for 24 hours
- Non-comedogenic



Body Wash

- Leaves skin feeling moisturized while soothing itchy, dry skin
- Contains soothing oat and rich emollients
- Soap-free, dye-free, gentle on sensitive skin



ECZEMA

ECZEMA THERAPY

Allergy tested and formulated without fragrances, steroids, and parabens.

Daily Moisturizing Cream

- Formulated with colloidal oatmeal and ceramide, relieves dry, itchy, irritated skin
- Clinically shown to soothe skin with eczema



Itch Relief Balm

- Immediate and long-lasting itch relief after just one use¹
- Clinically proven to relieve dry, itchy, irritated skin due to eczema¹
- Intensely moisturizes without a greasy feeling



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Reference: 1. Data on file, Johnson & Johnson Consumer Inc. Clinical trial to determine the therapeutic benefit of AVEENO® Eczema Therapy Itch Relief Balm on dry, itchy skin of adults and children with atopic dermatitis.